

Claim Amendment Sheet

What is claimed is:

- 5 1. (Currently Amended) An improved Internet Directory System, comprising:
at least one upper-level Directory Provider (DP), providing an upper-level directory of lower-
level directories, the upper-level directory organized by at least upper-level fields and/or super-categories
and categories (together, upper-level categories) and referencing hundreds of independently owned (from
- 10 Websites (CDWs) related to the upper-level categories, the CDWs organized by lower-level categories
and subcategories;
the hundreds of CDWs each providing ~~at least~~ a lower level directory comprehensively
referencing viable websites (WSs) relating to a category;
the CDWs being identified as ~~Category Directory Websites~~ participating in the System
- 15 by ~~at least~~ the display by each CDW of a common licensed service mark, or a common URL portion
functioning as a service mark, the common service mark being displayed by the hundreds of CDWs to
indicate participation in a unique source of an internet directory system; and
a business model imposed on ~~at least~~ the CDWs ~~by the DP or System~~, including
standards of operation of uniform organization, comprehensiveness of reference and up-to-dateness with
- 20 respect to the provision of lower level directories-provided.
2. (Currently Amended) The System of claim 1 wherein the CDWs are identified as participating
in the System by display of a common URL portion.
3. (Currently Amended) The System of claim 1 wherein the business model includes a standard
of operation ~~includes-providing~~ professional management.
- 25 4. (Previously Presented) The System of claim 2 wherein the URL portion includes a TLD.
5. (Currently Amended) The System of claim 1 wherein the business model includes a standard
of operation ~~includes-providing~~ a comprehensive listing of viable websites (WSs) related to the category
for no charge .
- 30 6. (Currently Amended) The System of claim 1 wherein the business model includes a standard
of operation, imposed on at least a subset of CDWs, ~~includes-providing~~ a CDW offering web sites at
least one of an option to move to a secure site to negotiate a purchase and an organization of pertinent
comparative data on a subject within the category.
7. (Currently Amended) The System of claim 1 wherein the business model includes charging at
least some WSs for ~~being~~ enhanced referenced.
- 35 8. (Previously Presented) The System of claim 1 wherein the business model includes at least
some WSs being charged for at least one service offered by a CDW.

5 9. (Original) The System of claim 1 wherein the business model includes a participating CDW providing advertising space on its site.

10 10. (Previously Presented) The System of claim 1 wherein the business model includes a CDW promoting, by advertising, at least one of its referenced websites.

11. (Original) The System of claim 1 wherein the business model includes at least one advertising/promotion firm that provides advertising/promotion for a category and/or a CDW site substantially in return for advertising space on a CDW site.

12. (Original) The System of claim 1 wherein the business model includes offering web page enhancement services at a volume discount.

13. (Original) The System of claim 1 wherein the business model includes substantially funding operation of a CDW by payments from WSs.

14. (Currently Amended) The System of claim 1 wherein the business model includes selection of categories by CDWs large enough to support a Category Directory Website and small enough to be managed according to the business plan.

15 16. (Currently Amended) The System of claim 1 wherein the ~~business model~~ System includes contracting by at least one DP with a plurality of CDWs to secure a comprehensive listing of CDWs with respect to at least one upper level category.

17. (Currently Amended) The System of claim ~~1~~ 2 wherein the URL portion consists essentially of a TLD.

18. (Previously Presented) The System of claim 16 wherein the URL portion comprises a TLD unique to CDWs in the system.

19. (Previously Presented) The System of claim 1 wherein the business model includes at least website enhancement technology cost effectively offered to appropriate referenced WSs.

20. (Currently Amended) The System of claim ~~1~~ 15 wherein the CDWs provide a comprehensive reference to WSs without charge to the WSs.

21. (Original) The System of claim 1 wherein the Directory Provider comprises an ISP or Search Engine.

22. (Previously Presented) The System of claim 1 wherein 1) the category and 2) at least one field and/or super-category are both more than simply an indicator of city, state, region or nation.

23. (Previously Presented) A method for ~~providing participating in an~~ Internet Directory System, comprising:

organizing an independent for-profit directory website to comprehensively reference viable websites (WSs) within a category, providing thereby a lower-level directory;

participating in an Internet Directory System by said directory website by contracting to be referenced as one of hundreds of participating Category Directory Websites (CDWs) ~~on-in~~ at least one independent upper-level Directory Provider's (DP) upper-level directory of lower-level directories, the

5 upper-level directories organized according to at least upper-level fields and/or super-categories and categories; (together, upper-level categories,) the upper-level directory referencing the CDWs;

~~adopting~~ licensing and displaying a URL portion or a mark as a service mark by the directory website, the mark functioning as a service mark common to the hundreds of participating CDWs, identifying said directory website as a participating Category Directory Website in a unique
10 source of an internet directory system; and

abiding by a System or DP imposed business model imposed on said Category Directory Websites, including operational standards of uniform organization, comprehensiveness of referencing and up-to-dateness with respect to the provisions of the lower level directory.

23. (Previously Presented) The method of claim 22 wherein the upper level directory references
15 consist essentially of CDWs.

24. (Currently Amended) The method of claim 22 wherein the ~~adopting~~ displaying includes
~~adopting~~ displaying a URL portion .

25. (Previously Presented) The method of claim 24 wherein the URL portion comprises a TLD
unique to CDWs in the system.

26. (Previously Presented) The method of claim 22 wherein the business model includes
20 offering at least website enhancement technology cost effectively to appropriate referenced WSs.

27. (Previously Presented) The method of claim 22 wherein a standard of operation includes
professional management.

28. (Previously Presented) The method of claim 22 wherein a standard of operation includes
25 providing a comprehensive reference to viable websites without charge.

29. (Previously Presented) The method of claim 22 wherein the hundreds include thousands.

30. (Previously Presented) The method of claim 22 wherein the business model includes
providing advertising space on a CDW site.

31. (Currently Amended) The method of claim 22 wherein the business model includes
30 promoting at least one ~~site~~ WS by advertising.

32. (Previously Presented) The method of claim 22 wherein the Directory Provider includes an
ISP and/or a Search Engine.

33. (Previously Presented) The method of claim 22 wherein the business model includes
providing advertising promotion for a CDW site in return for receiving advertising space on a CDW site.

34. (Previously Presented) The method of claim 22 wherein the business model includes, for at
35 least a subset of CDWs, offering web sites at least one of an option to move to a secure site to negotiate a purchase and an organization of pertinent comparative data on a subject within the category.

35. (Previously Presented) The method of claim 22 wherein the business model includes charging
at least some websites for at least one service such that a profit is made.

36. (Previously Presented) The method of claim 22 wherein (1) the category and (2) at least one
40 field and/or super-category are both more than simply indicators of city, state, region or nation.

5 37. (Previously Presented) The system of claim 1 wherein the business model includes minimal standards for websites to be included in a directory, for updating website references including adding new websites and for deleting no longer viable websites and standards for certain quality of presentation for participating websites.

10 38. (Previously Presented) The system of claim 1 wherein the business model includes the CDW being substantially funded through an offer of enhanced listings and value added services, including website enhancement technology where appropriate, to websites, such services tailored to a category and specifically designed to attract and retain viewers.

15 39. (Previously Presented) The method of claim 22 that includes the upper level fields and/or super-categories and categories being organized to contain CDWs which pay the DP to be listed in one or more fields, the fee based on a number of web pages hosted or linked to the CDW.

 40. (Previously Presented) The method of claim 22 that includes the CDWs contracting with an advertising/promotion firm for design, marketing and/or promotional services to be provided at no cost to the CDW while the advertising/promotional firm sells advertising spots on the CDW and collects the revenue generated.

20 41. (Previously Presented) The system of claim 1 wherein the hundreds includes thousands.

 42. (Previously Presented) The method of claim 22 that includes the CDWs providing lists of business and/or web pages within their category and organizing those lists into sub-categories.

 43. (New) The method of claim 22 that includes the directory website remitting value to a DP or system.